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PATENTS

Attorney Docket No. UV-193

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

PATENT APPLICATION

Applicants : David M. Berezowski et al.

Application No. : 09/823,705 Confirmation No. : 7437

Filed : March 30, 2001

For : SYSTEMS AND METHODS FOR IMPROVED
AUDIENCE MEASURING

Group Art Unit : 2643

Examiner : Not yet assigned

RECEIVED

Mail Stop Amendment

JUL 29 2004

Commissioner for Patents

Technology Center 2600

P.O. Box 1450

Alexandria, Virginia 22313-1450

PRELIMINARY AMENDMENT

Sir:

Prior to examination please amend the
above-identified application as follows:

Amendments to the Claims begin on page 2 of this paper.

Remarks begin on page 43 of this paper.



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New York, New York 10020
July 21, 2004

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P.O. Box 1450
Alexandria, Virginia 22313-1450

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Technology Under 21

TRANSMITTAL LETTER

Sir:

Transmitted herewith: [X] a Preliminary Amendment;
[] a Reply to Office Action; [] a Supplemental Amendment;
[] a substitute Specification; [] a Declaration; [] a
Supplemental Declaration; [] a Power of Attorney; [] an
Associate Power of Attorney; [] formal drawings; to be filed
in the above-identified patent application.

FEE FOR ADDITIONAL CLAIMS

- [X] A fee for additional claims is not required.
[] A fee for additional claims is required.

The additional fee has been calculated as shown below:

CLAIMS REMAINING AFTER AMENDMENT	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE	ADDITIONAL FEES
TOTAL CLAIMS 231	- 237	* = 0	X \$ 18	= \$0.00
INDEPENDENT CLAIMS	9 - 9	** = 0	X \$ 86	= \$0.00
FIRST PRESENTATION OF A MULTIPLE DEPENDENT CLAIM				+ \$290 = \$0.00

* If less than 20, insert 20.

TOTAL \$0.00

** If less than 3, insert 3.

[] A check in the amount of _____ in payment of the filing fee is transmitted herewith.

[X] The Director is hereby authorized to charge payment of any additional filing fees required under 37 C.F.R. § 1.16, in connection with the paper(s) transmitted herewith, or credit any overpayment of same, to Deposit Account No. 06-1075. A duplicate copy of this transmittal letter is transmitted herewith.

[] Please charge \$_____ to Deposit Account No. 06-1075 in payment of the filing fee. A duplicate copy of this transmittal letter is transmitted herewith.

EXTENSION FEE

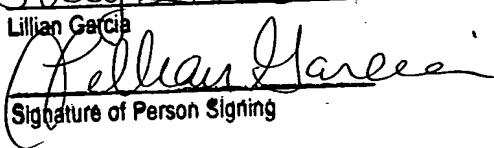
- [] The following extension is applicable to the Response filed herewith; [] \$110.00 extension fee for response within first month pursuant to 37 C.F.R. § 1.136(a);
[] \$420.00 extension fee for response within second month pursuant to 37 C.F.R. § 1.136(a); [] \$950.00 extension fee for response within third month pursuant to 37 C.F.R. § 1.136(a); [] \$1,480.00 extension fee for response within fourth month pursuant to 37 C.F.R. § 1.136(a); [] \$2,010.00 within fifth month pursuant to 37 C.F.R. § 1.136(a).
- [] A check in the amount of [] \$110.00; [] \$420.00; [] \$950.00; [] \$1,480.00; [] \$2,010.00 in payment of the extension fee is transmitted herewith.
- [X] The Director is hereby authorized to charge payment of any additional fees required under 37 C.F.R. § 1.17 in connection with the paper(s) transmitted herewith, or to credit any overpayment of same, to Deposit Account No. 06-1075. A duplicate copy of this transmittal letter is transmitted herewith.
- [] Please charge the [] \$110.00; [] \$420.00; [] \$950.00; [] \$1,480.00; [] \$2,010.00 extension fee to Deposit Account No. 06-1075. A duplicate copy of this transmittal letter is transmitted herewith.

Respectfully submitted,



Philip R. Poh
Registration No. 51,176
Agent for Applicants
FISH & NEAVE
Customer No. 1473
1251 Avenue of the Americas
New York, New York 10020-1105
Tel.: (212) 596-9000
Fax : (212) 596-9090

I hereby certify that this Correspondence is being deposited with the U.S. Postal Service as First Class Mail in an envelope Addressed to:
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450 on

July 21, 2004
Lillian Garcia

Signature of Person Signing